ROUs: *1110 / 1210 / 1310 / 1710*

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Sales		Retail	
1221		1222	
1222		1223	
1223	5	1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240	AE		
1244	JM	RSM	RBM

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Source: https://www.industrydocuments.ucsf.edu/docs/grxy0000

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 29, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

SEPTEMBER PROMOTION (#701143): DORAL B2G1F

Dear Paul:

Doral B2G1F ***pre-sleeved*** product in quantities listed below has been ordered to cover the above promotion for display shipment to your participating retail accounts. **796** SKUs of shipper Displays (item #530030) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	*Product / State*	*#/Cases Per Style*				*EFT $ Amount*
		LIGHT	LT MEN 100	LT 100	FF 100	
	UPC Code	12300-22588	12300-22592	12300-22589	12300-22590	
ER1893-01	*B2G1F / CT*	*2*	*2*	*2*	*1*	*$1,024.28*
ER1894-01	*B2G1F / MA*	*4*	*4*	*4*	*2*	*$1,720.95*
ER1895-01	*B2G1F / NH*	*1*	*1*	*1*	*0*	*$474.09*
ER1896-01	*B2G1F / NJ*	*2*	*2*	*2*	*1*	*$1,087.28*
ER1897-01	*B2G1F / NY*	*20*	*20*	*20*	*11*	*$10,005.71*
ER1898-01	*B2G1F / OH*	*1*	*1*	*1*	*0*	*$509.19*
ER1899-01	*B2G1F / PA*	*23*	*23*	*23*	*12*	*$13,237.48*
	TOTALS	**53**	**53**	**53**	**27**	**$28,058.98**

Product Arrival: **August 25, 1997**
Shipper Displays Arrival (Consolidated): **August 28, 1997**
Ship Date to Retail: **Week of September 15, 1997**

Item #530030 (Displays)
SKU CUBE : **0.9960**
SKU WT (w/o Product): **1.7000 lbs**
Retail Sales Offer per Sku: **21 Offers**

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DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'.* UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED,** IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LIGHT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'
  (USE ENCLOSED 'RETAILER LETTER' TO MAKE NECESSARY COPIES)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

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RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $911.40 **(65.10 (12M) cases @ $14.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: *1110 / 1210 / 1310 / 1710*
Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE CHAIN MANAGERS

McLANE NE

SEPTEMBER: DORAL B2G1F / PROMOTION #701143

RETAIL DISTRIBUTION DATE: 9/15/97

CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	264	See List	286	1	2	22			2	3	93		160	3	
BP OIL	45	See List	46										46		
COASTAL MART	35	1	35							9			26		
COOKS CONVENIENCE	6	See List	9								9				
CONVENIENCE EXPRESS	5	1	5								5				
COUNTRY FAIR	70	See List	89								13	8	68		
DAIRY MART	27	1	27										27		
EXPRESS MART / PETR-ALL	36	See List	40								40				
F.L. ROBERTS	16	See List	18	5		13									
KRAUSZERS	10	1	10	10											
MANLEY'S MART	9	See List	25								25				
MOBIL	97	1	97	10		21			11	9	39		4	3	
7/11 - HANDEE MART	23	1	23				1					9	13		
SUGARCREEK	40	1	40								40				
SUNRISE FOOD	16	See List	17								17				
INDEPENDENTS & SMALL CHAINS	25	See List	29	1		3	2		1	3	15		4		
TOTALS	724		796	27	2	59	3	0	14	24	296	17	348	6	0

(MC-DORB2.XLS)7/29/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH("Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli / J. Rago

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